

patient's problem as "functional" and left it at that.

Charles A. Johnson, MD, CM, CCFP, FCFP  
Professor emeritus  
Queen's University  
Kingston, Ont.

## DECEPTION BY DESIGN: PHARMACEUTICAL PROMOTION IN THE THIRD WORLD

Joel Lexchin. 91 pp. Illust. Consumers International, P.O. Box 1045, 10830 Penang, Malaysia. 1995. Price not stated. ISBN 967-9973-68-9

**Overall rating:** Excellent

**Strengths:** Powerful condemnation of excesses and irresponsible behaviour in the marketing of drugs in developing countries

**Weaknesses:** None

**Audience:** Physicians, pharmacists and anyone interested in health care in the developing world

This short book is by a Canadian physician who has previously authored several articles on the Canadian drug industry, and it is published by an international federation of consumer groups.

As the title makes clear, the book details the efforts of the drug industry to promote their products to physicians and patients in Third-World countries. First, it describes the work of the drug detailers who provide physicians with free samples and entice them with gifts and travel. The gifts may include televisions, refrigerators and cars. Although the travel usually involves company-sponsored symposia, in one extreme example Lexchin describes a "seminar for physicians where pornographic films were screened and physicians who were deemed important received 'a visit during the night' from a woman 'to build a good rapport with the doctors.'" Other chapters cover the con-

tinuing "war" waged by companies that manufacture brand-name drugs against those that make generic ones and the continued promotion of drugs that are essentially useless, that are offered in irrational combination preparations or that are proven dangerous and have been banned in industrialized nations.

Also of interest are the campaigns to promote various drugs directly to consumers. Examples include a promotional campaign in which the manufacturer claimed that piracetam can improve children's grades in school and an advertisement in India in which a manufacturer claimed that "Melleril [thioridazine] provides significantly greater improvement than diazepam [and is] . . . the superior anxiolytic." The author demonstrates that the drug industry has a double standard, marketing its products differently in Third-World countries than in industrialized nations. The book is well written and thoroughly explained, so that the reader does not need a medical or pharmacologic background. The illustrations, reprinted from various advertising campaigns, are fascinating and highlight the author's salient points.

This book is an eye-opener and is recommended reading for physicians, pharmacists and anyone else interested in responsible delivery of medical care in the developing world.

Martin Fogel, MD, BSc (Med), CCFP  
Winnipeg, Man.

## A DICTIONARY OF EPIDEMIOLOGY

3rd ed. Edited by John M. Last. 180 pp. Illust. Oxford University Press, New York. 1995. Price not stated. ISBN 0-19-509668-1

**Overall rating:** Excellent

**Strengths:** Clearly written, with very good cross-

**Weaknesses:** referencing  
Brief discussion of a few weighty terms

**Audience:** Those beginning to study epidemiology

This third edition of the *Dictionary of Epidemiology*, sponsored by the International Epidemiological Association, is an impressive compilation of essential terms in the field. With nearly 300 definitions added and an equal number expanded since the previous edition, it will appeal to a large audience, including those who now use the earlier versions.

This edition is intended to offer improved coverage of infectious diseases and infectious-disease control, health promotion, genetics, informatics, health economics and biomedical ethics. It largely fulfils this mandate. For example, I found discussions of such diverse concepts as common vehicle spread, autochthonous case, case-case study, imported case, hierarchy of evidence, race, gender, social medicine, determinants of health, disability-free life expectancy, computer virus, information superhighway, decision tree, utility, conflict of interest and confidentiality.

Whereas the two earlier editions included definitions more consistent with population epidemiology than with clinical epidemiology, the third edition has expanded this scope. For example, it includes definitions of evidence-based medicine, critical appraisal, inception cohort, number needed to treat, case-mix index, intention-to-treat analysis and diagnosis-related group. The dictionary distinguishes between clinical and statistical significance, whereas earlier editions addressed only the statistical aspect.

In several cases, especially for weighty terms, I would have preferred an expanded discussion. For example, "health behaviour" is defined as a combination of knowledge, practices and attitudes, but there is no reference to the relation, or lack of relation, between these key concepts and behaviour. Likewise, I would have liked some infor-

mation about measures of "health status," especially popular ones with reported reliability and validity estimates. However, I consider these weaknesses minor, given that the book is intended as a dictionary and not as an encyclopedia.

The editor and associate editors of this edition should be commended for a clear and extensive

compilation of terms. The editor used a thorough strategy for eliciting expert opinions about the terms and their definitions from associate editors of earlier editions and from those who corresponded with him over the years, including many Canadian epidemiologists. The rapid expansion of epidemiology makes it necessary to obtain input from a

wide assortment of experts, and the editor's strategy did just that. The book is an excellent reference for novices in epidemiology.

Lorraine E. Ferris, PhD, CPsych  
Division of Community Health  
Faculty of Medicine  
University of Toronto  
Toronto, Ont.

## [ what's new • vient de paraître ]

### BIOCHEMISTRY

**Guide to Biochemistry.** James C. Blackstock. 255 pp. Illust. Butterworth-Heinemann Ltd., Oxford, England; Butterworth-Heinemann, Boston. 1989. \$49.95 (US). ISBN 0-7506-0484-0

### BOOKS FOR PATIENTS

**The Anxiety and Phobia Workbook.** 2nd ed. Edmund J. Bourne. 428 pp. New Harbinger Publications, Inc. 1995. \$23.50, paperback; \$43.50, hardcover. ISBN 1-57224-003-2, paperback; ISBN 1-57224-004-0, hardcover

### CARDIOLOGY

**Heart Failure: Management Issues in Primary Care.** Edited by Paul H. Tanser. *Disease Management/Patient Counselling Series.* 106 pp. Illust. Grosvenor House Press Inc. 1995. Distributed in Canada by the Canadian Medical Association, Ottawa. \$17.05 (CMA members \$15.30). Prices include shipping and handling. ISBN 1-895995-07-8. Aussi disponible en français sous le titre *L'insuffisance cardiaque : Questions liées au traitement en médecine de premier recours.*

### DERMATOLOGY

**Dermatological Signs of Internal Disease.** 2nd ed. Jeffrey P. Callen, Joseph L. Jorizzo, Kenneth E. Greer, Neal S. Penneys, Warren W. Piette and John J. Zone.

436 pp. Illust. W.B. Saunders Company/Harcourt Brace & Company, Philadelphia; W.B. Saunders Canada, Toronto. 1995. \$138. ISBN 0-7216-5454-1

### EMERGENCY MEDICINE

**The Gist of Emergency Medicine.** Michael O. Hebb. 205 pp. Adam Hebb, Woodlawn Medical Clinic, 110 Woodlawn Rd., Dartmouth NS B2W 2S8. 1995. \$65. ISBN 0-9695693-3-5

### EPIDEMIOLOGY

**Epidemiology of Work Related Diseases.** Edited by J. Corbett McDonald. 498 pp. Illust. BMJ Publishing Group, London. 1995. Distributed in Canada by the Canadian Medical Association, Ottawa. \$148.50 (CMA members \$123.75). Prices include shipping and handling. ISBN 0-7279-0856-1

### GASTROENTEROLOGY

**Non-ulcer Upper Gastrointestinal Disorders: Management Issues in Family Practice.** Edited by William G. Paterson. *Disease Management/Patient Counselling Series.* 75 pp. Illust. Grosvenor House Press Inc. 1995. Distributed in Canada by the Canadian Medical Association, Ottawa. \$17.95 (CMA members \$15.30). Prices include shipping and handling. ISBN 1-895995-05-1. Aussi disponible en français sous le titre

*Troubles non ulcéreux du tube digestif supérieur: Considérations thérapeutiques en médecine familiale.*

### GENETICS

**The Frankenstein Syndrome: Ethical and Social Issues in the Genetic Engineering of Animals.** Bernard E. Rollin. 241 pp. Cambridge University Press, New York. 1995. \$49.95 (US), hardcover; \$18.95 (US), paperback. ISBN 0-521-47230-X, hardcover; ISBN 0-521-47807-3, paperback

### GERIATRICS

**Maintaining Function in Older Adults.** Linda A. Newman. 141 pp. Illust. Butterworth-Heinemann, Boston. 1995. \$20 (US). ISBN 0-7506-9568-4

### GYNECOLOGY

**Atlas of Laparoscopic Technique for Gynecologists.** Edited by T. Tulandi. 143 pp. Illust. W.B. Saunders Company/Harcourt Brace & Company, Philadelphia; W.B. Saunders Canada, Toronto. 1994. \$117. ISBN 0-7020-1914-3

### LEGAL ISSUES

**Managing Medical Staff Change through Bylaws and other Strategies.** Daniel A. Lang, Mark A. Kadzielski and J. Robert Liset. 147 pp. Illust. American Hospital Publishing, Inc. 1995. \$45 (US), AHA members; \$56 (US) non-members. ISBN 1-55648-138-1